

Order / Rev: 201621
 Alt Order #: 06844838
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: POL/Priorities USA Action
 Product Desc: 10/9-10/15 PRIORITIES USA
 Estimate: 1564
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/15/12	10/15/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						
E 15	WAVY	10/09/12	10/09/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	-T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$200.00		0.00						
E 16	WAVY	10/11/12	10/11/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	---T---	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$200.00		0.00						
E 17	WAVY	10/15/12	10/15/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	M-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$200.00		0.00						
E 18	WAVY	10/10/12	10/10/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$300.00		0.00						
E 19	WAVY	10/12/12	10/12/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$300.00		0.00						
E 20	WAVY	10/11/12	10/11/12	Days of Our Lives Days of Our Lives	CM	1p-2p	---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$350.00		0.00						
E 21	WAVY	10/10/12	10/10/12	M-F 2-3p The Doctors	CM	2-3p	--W----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$200.00		0.00						
E 22	WAVY	10/11/12	10/11/12	M-F 4-5p M-F 4-5p	CM	4p-5p	---T---	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$450.00		0.00						
E 23	WAVY	10/15/12	10/15/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M-----	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$450.00		0.00						
E 24	WAVY	10/09/12	10/09/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	-T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$1,500.00		0.00						
E 25	WAVY	10/10/12	10/10/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	--W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$1,500.00		0.00						
E 26	WAVY	10/12/12	10/12/12		CM	530p-6p	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 @530p News 10 @530p														
530PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	----F--				1	\$1,500.00		0.00			
E 27	WAVY	10/11/12	10/11/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p ---T---	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---				1	\$1,800.00		0.00			
E 28	WAVY	10/15/12	10/15/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----				1	\$1,800.00		0.00			
E 29	WAVY	10/09/12	10/09/12	M-F 7-730p M-F 7-730p	CM	7-730p -T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----				1	\$1,500.00		0.00			
E 30	WAVY	10/10/12	10/10/12	M-F 730-8p M-F 730-8p	CM	730-8p --W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
THE INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----				1	\$1,500.00		0.00			
E 31	WAVY	10/09/12	10/09/12	LN M-F M-F News 10 @11	CM	11p-1130p -T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----				1	\$2,000.00		0.00			
E 32	WAVY	10/11/12	10/11/12	LN M-F M-F News 10 @11	CM	11p-1130p ---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---				1	\$2,000.00		0.00			
E 33	WAVY	10/10/12	10/10/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a --W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----				1	\$500.00		0.00			
E 34	WAVY	10/15/12	10/15/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----				1	\$500.00		0.00			
E 35	WAVY	10/10/12	10/10/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a --W----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----				1	\$150.00		0.00			
E 36	WAVY	10/12/12	10/12/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a ----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	----F--				1	\$150.00		0.00			
E 37	WAVY	10/10/12	10/10/12	WAVY Early Today New WAVY Early Today M-TH	CM	430-5a --W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
EARLY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----				1	\$200.00		0.00			
E 38	WAVY	10/15/12	10/15/12		CM	430-5a M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00

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Estimate: 1564
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY Early Today New T										
				WAVY Early Today M-TH										
EARLY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1		\$200.00			0.00			
E 39	WAVY	10/13/12	10/13/12	WAVY News 10 Sa 6a	CM	6a-7a -----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sa 6a										
SATURDAY EARLY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1		\$500.00			0.00			
E 40	WAVY	10/13/12	10/13/12	WAVY News 10 Sa 7a	CM	7a-8a -----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sa 7a										
SATURDAY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1		\$800.00			0.00			
E 41	WAVY	10/13/12	10/13/12	WAVY News 10 Sat 6p	CM	6p-630p -----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sat 6p										
SATURDAY 6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1		\$500.00			0.00			
E 42	WAVY	10/13/12	10/13/12	Sa 7-8p	CM	7p-8p -----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Sa 7-8p										
ENTERTAINMENT THIS WEEK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1		\$300.00			0.00			
E 43	WAVY	10/14/12	10/14/12	WAVY News 10 SundayGM		7a-8a -----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sunday 7a										
SUNDAY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1		\$800.00			0.00			
E 44	WAVY	10/14/12	10/14/12	WAVY News 10 Sun 6p	CM	6p-7p -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sun 6p										
SUNDAY 6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1		\$500.00			0.00			
												Totals	44	\$36,250.00